



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

October 13, 2017

J. Evelyn Lawson
Federal Registration Specialist
The Clorox Company
c/o PS&RC P.O. Box 493
Pleasanton, CA 94566

Subject: Notification per PRN 98-10 – Minor Label Changes
Product Name: Tackle
EPA Registration Number: 5813-21
Application Date: September 5, 2017
Decision Number: 534689

Dear Ms. Lawson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Donna Kamarei at (703)347-0443 or via email at Kamarei.donna@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Fuller".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Tackle®, EPA Reg. No. 5813-21

R8261400

8:00 9/5/17

NOTIFICATION

5813-21

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

10/13/2017

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&"

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted text is new. Strike-through (text) means removed.

Tackle

KEEP OUT OF REACH OF CHILDREN

WARNING:

EYE AND SKIN IRRITANT.

For Spray Product: USE ONLY IN WELL-VENTILATED AREAS.

See back label for additional precautionary statements.

[NET CONTENTS _____]

Active Ingredient:

Sodium Hypochlorite 1.84%

Other Ingredients: 98.16%

Total: 100.00%

[(Yields 1.75% available chlorine)]

Contains no phosphorus

PRECAUTIONARY STATEMENTS: Hazards to Humans & Domestic Animals

WARNING: EYE AND SKIN IRRITANT. Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear [such as goggles or safety glasses]. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. Harmful if swallowed. For sensitive skin or prolonged use, wear gloves. Vapors may irritate. Avoid prolonged breathing of vapors. Use only in well ventilated areas. **[Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.]** *(this statement will appear in color)*

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other [household] chemicals such as ammonia, toilet bowl cleaners, rust removers or acid, as this releases hazardous gases.

Residential/Household uses (16 fl oz, 24 fl oz, 32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash.

Residential/Household uses (4 fl oz, 10 fl oz, 32 fl oz, 64 fl oz, 128 fl oz, 180 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used must be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not reuse or refill empty container. [Triple rinse, then] Recycle empty container or discard in trash.

EPA Reg. No. 5813-21

EPA Est. No. 5813-CA-3 (A8 or H8), GA-1 (A4), CA-6 (TPP), GA-2 (VG), IL-2 (VF); 58455-IN-1 (C6), IN-2 (O1); 710106-GA-2 (E8), 71681-IL-1 (O3), IL-2 (24)

Beginning of batch code indicates Est. No.

[[Final Packaging Facility:] [EPA Est. No. 5813-GA-2 -or- **insert one EPA Est No. without code from EPA Est. No.**]] **to be used for boot or carton**

For Puerto Rico only: EPA Est. No. 5813-PR-1

Clorox Customer assistance 1-800-227-1860 -or- [For] Questions[?] [and] [or] Comments[?] [Call] [toll-free] 1-800-227-1860 (in the US) -or- (787) 641-4943 (in Puerto Rico) -or- For additional advice -or- instructions on how or where to use this product, call [toll-free] 1-800-227-1860

Any questions? The experts at Clorox are standing by to answer your [household cleaning] questions. -and/or- [SATISFACTION GUARANTEED] -and/or- At Clorox we pride ourselves on making consistent quality products [for over 75 -or- ____ years], and we are dedicated to ensuring your total satisfaction with our product. [If you are not completely satisfied, please call [the number below] 1-800 227-1860.] Visit us at www.clorox.com -or- www.cloroxhome.com

For more product ingredient information, visit IngredientsInside.com.

Clorox and Clean-Up are registered trademarks of The Clorox Company.

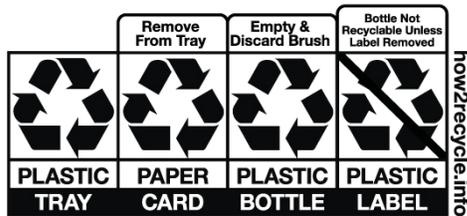
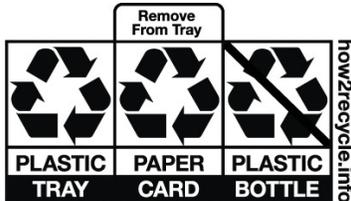
Mfd. for & © XXXX The Clorox Company, 1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company, [Ave. Chardon, #350, Torre Chardon, Suite 320, San Juan, PR 00918]. (bracketed text for Puerto Rico only)

Made in [the] U.S.A. [of global components -and/or- ingredients.] -or-

Made in Puerto Rico of global components

Optional Packaging Recycling Logos



Packaging Related Statements and Icons

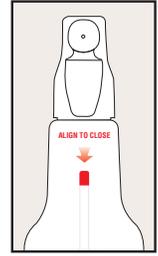
Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-
To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] [:] tilt bottle downward -or- at a downward angle [while spraying].

- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- To Spray: Turn -or- Rotate nozzle to ON.
- or-
- [[Easy] Refill [Instructions on [the] Back]]
- or-
- Twist off, Refill. Align Tip to Tube. Push, Snap to Close.
- or-



TO REFILL SPRAY BOTTLE:
 Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.

Twist off, Refill Align Tip to Tube Push, Snap to Close



Optional graphic

More Savings [!][,] Less Waste [!]-or- More Savings [!]*



[Refill only with this product]

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

-or-

Remove safety tab [labeled REMOVE] by pulling firmly.

When empty, discard in trash.

Do not attempt to refill

[Remove]

[Pour]

[Use]

1. Remove trigger sprayer -or- cap [from empty bottle]
2. Unscrew cap on refill and pour contents directly into empty bottle.
3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

DIRECTIONS FOR USE. It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

For all products USE ONLY IN WELL-VENTILATED AREAS.

Before use, open windows -and/or- turn on fan(s). If vapors bother you, leave room while product is working.

Cleaning, Deodorizing, Stain Removal

[How] to clean -and/or- deodorize -and/or- remove stains

- **Full strength or diluted use:** Use full strength -or- mix 1/2 cup [(4 [fl] oz)] -or- 1 cup [(8 [fl] oz)] of this product in -or- with 1 gal[lon] [warm] water. Apply directly with [damp] sponge -or- mop -or- cloth -or- rag. [Rinse or wipe clean.] [Allow to air dry.]
- **Floors:** Mop floor with 1 cup [(8 [fl] oz)] of this product mixed in 1 gal[lon] of water. Rinse for best shine.
- **Toilet bowls:** Flush toilet and add 3/4 cup [(6 [fl] oz)] of this product to bowl water. Brush thoroughly to wet all surfaces, including under the rim. Let stand 5 min[utes] before flushing.

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray [directly] onto surface. [Rinse or wipe clean.] [Allow to air dry.] -or- Spray 6-8 in[ches] from surface and allow product to penetrate tough stains and messes. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For stronger jobs, use FOAM option. Spray and let product stand on surface for several minutes before wiping.

To Clean and Deodorize

[Push button to] spray surfaces [until [thoroughly -or- completely] wet]. [Let stand [for several minutes] to penetrate dirt -and/or- grime -and/or- soap scum.] Scrub [,] [to remove tough stains] [and] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum build-up -and/or- mold stain[s] -and/or- mildew stain[s] [buildup].]

-or-

[Squeeze bottle to] spray surfaces [until [thoroughly -or- completely] wet]. [Let stand [for several minutes] to penetrate [dirt -and/or- grime -and/or- soap scum]. [Scrub to remove tough stains [and reach] [in] tight spaces] [and [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum -and/or- mold stain[s] -and/or- mildew stain[s] [buildup].]

Optional text

- Prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration.
- [Avoid contact with clothes, fabric, unfinished wood, rubber, painted and paper surfaces. Do not use on steel, aluminum, silver or chipped enamel.
APPLY CAREFULLY - This product contains bleach.]

Allergen Destruction Of Dust Mite And Cockroach Matter/Particles And Pet Dander

To [clean and] destroy specified allergens

- **Full strength:** Apply undiluted product directly to sponge -or- cloth -or- rag -or- mop. Wet surface completely. Let stand 5 min[utes]. [Rinse or wipe clean.] [Allow to air dry.]

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 in[ches] from surface until thoroughly wet. Let stand 3 min[utes]. [Rinse -or- wipe clean.] [Allow to air dry.]

Allergens

- Dust mite matter -or- particles
- Cockroach matter -or- particles

- Pet dander

Sanitization

To [clean] [and] sanitize hard, nonporous nonfood surfaces

- **Direct application -or- full strength use:** Directly apply [this product] with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 min[utes]. Rinse -or- wipe clean. [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.

-or-

- **Spray application:** [Turn nozzle [counter]clockwise to open.] Spray product 4-6 in[ches] from surface until thoroughly wet. Let stand 30 sec[onds]. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.

-or-

- **Diluted: Mix** 1/2 -or- 1 cup [this product] per gal[lon] [warm] [soft] water. Wet surface completely with cloth -or- sponge -or- mop -or- rag. Let stand 5 min[utes]. Rinse -or- wipe clean. [Allow to air dry.] For heavily soiled surfaces, preclean surface before sanitizing.

Disinfection
Fungi And Mold And Mildew

To [clean and] kill fungi -and/or- mold -and/or- mildew on hard, nonporous surfaces

- **Full strength:** Apply product directly or dilute 1 cup per gal[lon] warm water and apply with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 min[utes]. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.
 - **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 in[ches] from surface until thoroughly wet. Let stand 5 min[utes]. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.
- or-

To [clean and] disinfect hard, nonporous surfaces

- **Spray application:** [Turn nozzle [counter]clockwise to open -or- Rotate nozzle to FOAM or SPRAY.] Spray product 4-6 in[ches] from surface until thoroughly wet. Let stand 30 sec[onds] **must list the following in directions for use if Poliovirus and/or Norovirus are listed on the label**, 1 min[ute] for Poliovirus and Norovirus. [Rinse -or- wipe clean.] [Allow to air dry.] -or- Spray 6-8 in[ches] from surface and allow product to penetrate tough stains and messes. Let stand 30 sec[onds] **must list -or- in directions for use if Poliovirus and/or Norovirus are listed on the label**, 1 min[ute] for Poliovirus and Norovirus. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For heavily soiled surfaces, preclean surface before disinfecting.
- or-
- **Direct application -or- full strength use:** Directly apply [this product] with cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 5 min[utes]. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting.
- or-
- **Diluted -or- light use -or- floors:** Mix 1/2 cup [(4 [fl] oz)] -or- 1 cup [(8 [fl] oz)] [of this product] per gal[lon] [warm] [soft] water. Wet surface completely with cloth -or- sponge -or- mop -or- rag. Let stand 5 min[utes]. [Rinse -or- wipe clean.] [Allow to air dry.] For heavily soiled surfaces, preclean surface before disinfecting. **Must add the following to these directions if Trichophyton mentagrophytes and/or Aspergillus niger are listed on label:** These dilution directions for use are not valid for Trichophyton mentagrophytes -and/or- Aspergillus niger.
- or-
- [Push button to] spray surfaces [until [thoroughly -or- completely] wet]. [Spray 6-8 in[ches] from surface[s].] Let stand for 10 min[utes] [- allow to penetrate dirt -and/or- grime -and/or- soap scum]. Scrub [,] [and] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum -and/or- mold -and/or- mildew [build-up.]] For heavily soiled surfaces, pre-clean surface before disinfecting.
- or-
- [Squeeze bottle to] spray surfaces [until [thoroughly -or- completely] wet]. [Spray 6-8 in[ches] from surface[s].] Let stand for 10 min[utes] [- allow to penetrate dirt -and/or- grime -and/or- soap scum]. [Scrub [and][,] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum -and/or mold -and/or- mildew [buildup.]] For heavily soiled surfaces, pre-clean surface before disinfecting.
- or-
- **For toilet bowls:** Flush toilet and add 3/4 cup [(6 [fl] oz)] [of this product] to bowl water. Brush thoroughly to wet all surfaces, including under the rim. Let stand 5 min[utes] before flushing.

Disinfection

Specific instructions for use of all (spray and dilutable)

To kill HIV-1[, HBV and HCV]

[This product kills HIV-1[, HBV and HCV] on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings (e.g., hospitals, nursing homes) or other settings in which there is an expected likelihood of soiling of hard, nonporous surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS)[, Human Hepatitis B Virus (HBV) and Human Hepatitis C Virus (HCV)]].

Special Instructions To Clean And Decontaminate Against HIV-1 [, HBV [And] HCV [And Ebola Virus]] On Precleaned Hard, Nonporous Surfaces/Objects Soiled With Blood/Body Fluids

Personal protection: When handling items soiled with blood or body fluids, use disposable latex gloves, gowns, masks and eye coverings. Cleaning procedure: Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Disposal of infectious materials:** Use disposable latex gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Contact time (for dilution): Dilute product 1:32. Apply to surface. Let stand 5 min[utes]. **Dilution directions only applicable for HIV-1, HBV, and HCV.** [Rinse -or- wipe clean.] [Allow to air dry.]

For spray product (full strength): Wet surface and let stand 30 sec[onds]. [Allow to air dry.]

The following is only for products with medical devices listed on label or Special instruction to kill HIV-1, HBV and HCV

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or (2) contacts intact mucous membranes, but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semicritical medical devices prior to sterilization or high-level disinfection.

Farm Premises And Poultry House Disinfectant [Instructions]

[Directions For Use:]

1. Remove all poultry or animals and feeds from premises, trucks, vehicles, coops, crates and enclosures.
2. Remove all litter and manure or droppings from floors, walls and surfaces of barns, pens, stalls, chutes and other facilities and fixtures occupied or traversed by animals or poultry.
3. Empty all troughs, racks and other feeding and watering appliances.
4. Thoroughly clean all surfaces with soap or detergent and rinse with water.
5. Saturate all surfaces with the recommended disinfecting solution for a period of 5 min[utes] (direct application or dilute use)
6. Immerse all halters, ropes and other types of equipment used in handling and restraining animals, as well as forks, shovels and scrapers used for removing litter and manure.
7. Ventilate buildings, cars, boats, coops and other closed spaces. Do not house livestock or poultry or employ equipment until treatment has been absorbed, set or dried.
8. Thoroughly scrub all treated feed racks, mangers, troughs, automatic feeders, fountains and waterers with soap or detergent, and rinse with potable water before reuse.

Disinfection Claims

- 3-in-1 [Kills Germs] [Disinfects][.] [+] Cleans -or- Removes -or- Destroys 99% of Allergens^{LT} [with] [Clorox® Bleach]
- Attack[s] -or- Kill[s] -or- Destroy[s] -or- Penetrate[s] [99.9% of] Germs -and/or- Viruses[‡] -and/or- Bacteria [from -or- Hiding] [in -or- on] [your] -or- Any^P -or- Every^P -or- All^P **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -or- Everywhere^P
- A bleach product for household -and/or- institutional -and/or- industrial cleaning and disinfecting
- A [smarter] way to [disinfect] [clean] the [bathroom -and/or- restroom -and/or- kitchen -and/or- home -and/or- household -and/or- office -and/or- workplace office -and/or- classroom -and/or- school]
- Antibacterial [action]
- Antibacterial cleaner
- Bacteria-fighting -or- Germ-fighting formula
- Bactericide -or- Bactericidal
- Bathroom -or- restroom disinfectant
- Bleach disinfectant [-and/or- cleaner]
- Broad spectrum disinfectant -or- disinfectancy [cleaner]
- Can reduce the spread of illness-causing kitchen -and/or- school -and/or- classroom -and/or- bathroom -or- restroom -and/or- household -and/or- office -or- work -or- office place bacteria -and/ or- germs on treated hard, nonporous surfaces
- Cleaner and disinfectant in one
- Cleaning and disinfecting power -and/or- effectiveness so your bathroom -and/or- home -or- house -and/or- school -and/or- classroom -and/or- kitchen -or- office -and/or- work -or- office place -or- environment is free of grime -or- dirt -or- soils -and/ or- soap scum you can see and germs -and/or- bacteria you can't [see]
- Cleans -and/or- disinfects bathroom -and/or- school -and/or- classroom bathroom -or- restroom -and/or- kitchen -and/or- home -or- household -and/or- office -or- work -or- office place -or- environment
- Disinfecting bleach cleaner
- Disinfects
- Disinfects [inside -and/or- outside of] appliances
- Disinfects and cleans your home
- Disinfects and deodorizes by killing common household germs and controlling their odors
- Disinfects as it cleans
- Disinfects as it kills bacteria
- Disinfects for pennies
- Disinfects nonporous [hard -and/or- solid] surfaces
- Easily cleans -and/or- deodorizes -and/or- sanitizes -and/or- disinfects
- [Easy -and/or- convenient] way to disinfect
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Effective] disinfectant [in presence of 5% serum load -or- organic soil]
- Eliminates odors caused by bacteria -or- germs -or- mildew
- Fast-acting disinfectant [cleaner]
- For daily [use] [cleaning and] [disinfecting]
- Germicide -or- Germicidal
- Go from germ [surfaces] to clean in 30 [sec]onds **can only be used if all organisms listed on the state registration label have a 30 second contact time**
- Home -or- household disinfectant -and/or- cleaner
- Hospital and home disinfectant
- Hospital, institutional disinfectant
- ~~[Kills]~~ [99.9% of common household] germs: Salmonella enterica^[33] [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], Staphylococcus aureus [(Staph)], Cold virus (Rhinovirus), Flu virus [(Influenza A2 virus)] **Insert any other organisms desired from the Disinfection Organisms table. Note: include Trichophyton mentagrophytes [(Athlete's Foot Fungus)] in this germ claim if instructions for MOLD AND MILDEW kill, with the respective organisms, Trichophyton mentagrophytes [(Athlete's Foot Fungus)], Aspergillus niger [(mildew)], are not included on the label.**
- Kills 99.9% of Germs -and/or- Viruses[‡] -and/or- Bacteria
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] bacteria -and/or- germs -and/or- virus[es][‡] [commonly] found in [the] **insert use site(s) from Table 2** -and/or- on [the] **insert surface(s) from Table 1**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] cold virus²² -or- flu virus²³ -or- cold and flu virus[es]²¹ [commonly] found in [the] **insert use site(s) from Table 2** -and/or- on [the] **insert surface(s) from Table 1**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] Avian Influenza A virus on precleaned hard, nonporous surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] Methicillin-resistant Staphylococcus aureus [(MRSA)] -or- MRSA²⁷ [commonly] found in [the] **insert use site(s) from Table 2** -and/or- on [the] **insert surface(s) from Table 1**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduce[s] [99.9% of] [the] Norovirus[‡] found in [the] **insert use site(s) from Table 2** -and/or- on [the] **insert surface(s) from Table 1**
- Kills bacteria ordinary dish soap can't
- Kills cold and flu viruses²¹
- Kills E. Coli²⁰, Salmonella^[33], Norovirus[‡] and Staph²⁶
- Kills germs while it cleans
- Kills -or- eliminates -or- destroys [99.9%] ~~[cold virus²²]~~ -and/or- flu virus²³
- Kills -or- eliminates -or- destroys [99.9%] [E. coli²⁰] [Salmonella^[33]] [harmful kitchen germs -or- bacteria]
- Kills -or- eliminates -or- destroys [99.9%] of viruses that cause cold²² -or- flu²³

- Kitchen disinfectant
- One step cleaner and disinfectant
- Removes stains and disinfects
- Salmonella enterica^[33] (Salmonella) and Staphylococcus aureus (Staph) are common germs found where food is prepared and stored. This product kills these harmful germs and helps control the hazard/spread of food-borne contamination on all treated hard, nonporous kitchen surfaces
- Spread the word, not the germs [of cold and flu season] [using this product] [in your home] [in your office] [in your child's school] [in your child's classroom]
- This cleaner -and/or- disinfectant combines cleaning and disinfecting [in one product] [in one step]
- [This product] has the cleaning power -and/or- effectiveness to clean and disinfect
- This product is a cleaner disinfectant which combines cleaning, disinfecting and stain removal in one product
- [This product] The power to clean [tough] [bathroom -and/or- restroom -and/or- school -and/or- classroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] grime -or- dirt -or- soils and kill bathroom germs -and/or- bacteria

- Virucide[‡] -or- Virucidal[‡]

- **For spray; This claim can only be used for organisms with 30 second contact time on label:** Kills 99.9% of [common] household germs [bacteria -and/or- viruses[‡]] in 30 sec[onds]
- **For spray** Kills Ebola Virus [in 30 sec[onds]]
- **For spray** Kills **X** more germs ^{†††}
- **For spray** Kills 11 antibiotic resistant organisms [that can hide at home]
- **For spray** Kills 11 -or- **X insert number on label** antibiotic-resistant organisms [that can hide at home]
- **Direct application:** Kills X germs **X represents disinfection organisms approved for direct application; input value for X based on Disinfection Organism Table - Direct Application and organisms to be listed on label**
- **Spray application:** Kills X germs **X represents disinfection organisms approved for spray application; input value for X based on Disinfection Organism Table - Spray Application and organisms to be listed on label**

Fungi and Mold and Mildew Claims

- Kills mold and mildew
- Kills Athlete's Foot Fungus²⁴
- Mildewcidal -or- Mildewcide
- Fungicidal -or- Fungicide
- Removes -and/or- cleans -and/or- bleaches out -and/or- cuts through -and/or- tough on mold -and/or- mildew
- Removes -and/or- bleaches out mold and mildew stains
- Antifungal

Emerging Viral Pathogen Claims

Allowable and subject to the terms described in Agency guidance dated August 19, 2016, "Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels."

This product qualifies for emerging pathogen claims against:

- Enveloped viruses
- Large non-enveloped viruses
- Small non-enveloped viruses

This product has demonstrated effectiveness against viruses similar to ***insert name of emerging virus*** on hard, nonporous surfaces. Therefore, ***this product*** can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against ***insert name of supporting virus(es)*** on hard, nonporous surfaces. Refer to the ***insert*** CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Insert name of illness/outbreak is caused by ***insert name of emerging virus***. ***This product*** kills similar viruses and therefore can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against ***insert name of supporting virus(es)*** on hard, nonporous surfaces. Refer to the ***insert*** CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Pandemic 2009 H1N1 Influenza A virus***

Claims

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (~~or~~ **Product name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

****** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html***

Allergen Destruction Of Dust Mite And Cockroach Matter/Particles And Pet Dander Claims

- Breaks down -or- Deactivates -or- Destroys -or- Penetrates -or- Reduces dust mite matter -or- particles, cockroach matter -or- particles and pet dander allergens found in dust
- Breaks down -or- Deactivates -or- Destroys -or- Penetrates -or- Reduces [household] dust mite matter -or- particles, cockroach matter -or- particles and pet dander allergens
- Destroys 99% of pet -and/or- dust mite allergens
- Removes 99% of allergens^{tt}
- Removes -and/or- Controls 99% of common [indoor] allergens^{tt}
- This product cleans, kills germs, dust mite matter -or- particles, cockroach matter -or- particles, pet dander while cleaning hard, nonporous surfaces such as sinks, counters, refrigerators, appliances and fiberglass tubs.
- [***This product***] Removes [more than -or greater than -or over] [***insert number between 90 and 99.9%***] of the following allergen(s)^{tt}

Sanitization Claims

- Kills 99.999% of bacteria²⁸
- Leaves surfaces sanitized
- Sanitizes surfaces
- Use [throughout the house] on hard, nonporous nonfood surfaces

Bacteria	Strain and/or ATCC	Spray (30 seconds)	Full Strength¹⁷ (5 minutes)	Use Dilution¹⁸ (5 minutes)
Acinetobacter baumannii	[ATCC 15308]	x	x	x
Bordetella pertussis	[ATCC 12743]	x		
Carbapenem Resistant Klebsiella pneumoniae ⁸	[ATCC BAA-1705]	x		
Community associated methicillin resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS384 genotype USA300]	x		
Escherichia coli [E. coli O157:H7]	[ATCC 35150]	x	x	x
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli [(ESBL producing E.coli)]	[ATCC BAA-196]	x		
Legionella pneumophila	[ATCC 33153]	x		
Linezolid Resistant Staphylococcus aureus [(LRSA)] ⁹	[NARSA NRS119]	x		
Listeria monocytogenes	[ATCC 19117]	x	x	x
^Δ Methicillin resistant Staphylococcus aureus [(MRSA)]	[ATCC 33591]	x	x	x
Multi-drug resistant [(MDR)] Acinetobacter baumannii ^{[1], 10}	[ATCC 19606]	x		
Multi-drug Resistant Enterobacter aerogenes [(MDR)] ^{[2], 11}	[ATCC 29751]	x		
Multi-drug Resistant Enterococcus faecium ^{[3], 12}	[ATCC 51559]	x		
Multi-drug resistant [(MDR)] Klebsiella pneumoniae ^{[4], 13}	[ATCC 51503]	x		
Multi-drug resistant [(MDR)] Staphylococcus aureus ^{[5], 14}	[ATCC 14154]	x		
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]	x	x	x
Salmonella enterica ^[33] [(Salmonella)]	[ATCC 10708]	x	x	x
Shigella dysenteriae [(Shigella)]	[ATCC 13313]	x	x	x
Shigella flexneri Serotype 1B	[ATCC 9380]	x		
Staphylococcus aureus [(Staph)]	[ATCC 6538]	x	x	x
Streptococcus pneumoniae [(Strep)]	[ATCC 6305]	x	x	x
Streptococcus pyogenes [(Strep)]	[ATCC 19615]	x	x	x
Vancomycin-intermediate resistant Staphylococcus aureus [(VISA)]	[CDC HIP 5836]	x		
Vancomycin resistant Enterococcus faecalis [(VRE)]	[ATCC 51299]	x	x	x
Vancomycin resistant Staphylococcus aureus [(VRSA)] ¹⁶	[NARSA VRS1]	x		
Fungi	Strain and/or ATCC	Spray (30 seconds)	Full Strength¹⁷ (5 minutes)	Use Dilution¹⁸ (5 minutes)
Aspergillus niger ³¹ [(mildew)]	[ATCC 6275]	x	x	
Candida albicans	[ATCC 10231]	x		
Trichophyton mentagrophytes ³¹ [(Athlete's Foot Fungus)]	[Strain CDC y-68+]	x	x	

Viruses Enveloped	Strain and/or ATCC	Spray (30 seconds)	Full Strength¹⁷ (5 minutes)	Use Dilution¹⁸ (5 minutes)
‡Avian Influenza A virus [(H3N2)]§	[ATCC VR-2072 Strain A/ Washington/897/80 X A/ Mallard/New York/6750/78]	x		
‡Avian Influenza A virus [(H9N2)]§	[Turkey/Wis/66]		x	x
‡Ebola virus	[Zaire-Kikwit]	x		
‡Hantavirus	[Prospect Hill virus]	x		
‡Herpes Simplex virus type 1	[ATCC VR-733] [Strain F(1)]	x		
‡Herpes Simplex virus type 2	[ATCC VR-734] [Strain G]	x		
‡Human Coronavirus [(cold virus)]	[ATCC VR-740] [Strain 229-E]	x		
‡, ††[Human] Hepatitis B Virus ◊◊ [(HBV)]	[Strain DHBV16]	x	x	x
‡, ††[Human] Hepatitis C Virus◊◊◊ [(HCV)]	[ATCC VR-1422.] [Strain NADL]	x	x	x
‡, ††Human Immunodeficiency Virus type 1 [(HIV-1)] [(AIDS Virus)]	[Strain HTLV-III B]	x		
‡, ††Human Immunodeficiency Virus type 1 [(HIV-1)] [(AIDS Virus)]	[Strain RF]		x	x
‡Parainfluenza 1 virus	[Strain Sendai] [ATCC VR-907]	x	x	x
‡Influenza A virus Pandemic 2009 H1N1		x	x	x
‡2013 Influenza A virus [(H7N9)]	[Strain A/Anhui/1/2013, CDC]	x		
‡Influenza A2 virus, [Flu virus]	[Strain Hong Kong] [ATCC VR-544]	x	x	x
‡Influenza B virus [(flu virus)]	[ATCC VR-823] [Strain B/Hong Kong/5/72]	x		
‡Measles virus	[ATCC VR-24]	x		
‡Middle East Respiratory Syndrome Coronavirus [(MERS-CoV)] -or- MERS ⁷	[Strain EMC/2012]	x		
‡Mumps virus	[Strain Jones] [ATCC VR-1438]	x		
‡Respiratory syncytial virus [(RSV)]	[ATCC VR-26] [Strain Long]	x		
‡SARS-Associated Coronavirus [(SARS CoV)] -or- Coronavirus, SARS-CoV ⁶	[CDC Strain 200300592]	x		
Viruses Large Non-Enveloped	Strain and/or ATCC	Spray (30 seconds)	Full Strength¹⁷ (5 minutes)	Use Dilution¹⁸ (5 minutes)
‡Adenovirus Type 2	[Adenoid 6 strain] [ATCC VR-846]	x	x	x
‡Rotavirus	[Strain WA]	x	x	x
Viruses Small Non-Enveloped	Strain and/or ATCC	Spray (30 seconds)	Full Strength¹⁷ (5 minutes)	Use Dilution¹⁸ (5 minutes)
‡Canine Distemper virus	[ATCC VR-128] [Strain Lederle]	x		
‡Canine Parvovirus	[ATCC VR-2017] [Strain Cornell]	x		
‡Coxsackievirus B3 [Coxsackie]	[ATCC VR-30] [Strain Nancy]	x	x	x
‡Enterovirus EV-D68	[ATCC VR-561]	x		
‡[Human] Hepatitis A Virus [(HAV)] [HAV-1]	[clone 24A of pHM-175 strain]	x	x	x
‡Norovirus◊, † -or- Norwalk virus◊, †	[F-9 strain] [ATCC VR-782]	x	x	x
‡Poliovirus type 1†	[Strain Chat] [ATCC VR-1562]	x	x	x
‡Rhinovirus [(Cold virus)]	[ATCC VR-1110]	x	x	x

General Cleaning/Deodorizing/Non-Pesticidal Claims

- [2-]in[1] Scrubber[s] + -or- & Cleaner[s]
- 2-in-1 trigger [option]
- 2x more cleaning power^{PP}
- 3X Cleaning Action -or- Power[:]¹⁹
- 50% more stain removal^{PP} -or- cleaning power^{PP}
- A bathroom cleaner with the cleaning power of [Clorox®] bleach
- All-Spray -or- Easy Spray -or-Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- [Also] [choose] [with] foaming action -or- foam
- [Be] [Get] RefillSmartTM[!]
- Bleach for kitchen and bath
- Bleaches away stains [in the bathroom]
- Brightens
- [Choose] [with] foam [option -and/or- setting] [or spray]
- [Choose] [with] Power Foam -and/or- Powerfoam -and/or- Foam Power -and/or- FoamAction for a deep clean
- Citrus Blend
- Citrus -or- Clean Rinse -or- Floral -or- Fresh -or- Fresh Meadow -or- Lavender -or- Crisp -or- Sparkling -or- Lemon -or- Clean -or- Citrus -or- Fresh -or- Zest -or- Mountain Fresh -or- Pleasant [scent -or- fragrance]
- Citrus -or- Fresh -or- Natural Breeze
- Citrus Zest
- Cleans 2x Better -and/or- Faster[!]^P
- Clean[s] [All^P] [Your] [Entire^P] Crevices -and/or- Cracks-and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s] [in Minutes]
- Clean[s] [All^P] [Your] [Entire^P] **insert surface(s) from Table 1** -and/or- **insert surface materials from Table 3** -and/or- Everywhere^P [in Minutes]
- Cleans and removes stains from washable floors
- Cleans [dirty floors] greasy counter[top]s
- Cleans everyday kitchen messes like dirt, grease and food stains
- Cleans [floor -and/or- counter -and/or- bathroom tile] grout
- Cleans tough kitchen messes like coffee -and/or- juice -and/or- tea -and/or- wine
- Cleans [everyday] tough messes
- Cleans shower tracks -and/or- grout -and/or- stovetops
- Clorox® [Bleach] means clean!
- [Clorox®] cleaning -and/or- power -and/or- strength [combined] with [ergonomic] design -or- precision
- Compatible with -or- Great on -or- Ideal for **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** surface(s) [material]s
- Complete -or- Total -and/or- Max[imum] Clean [Everywhere^P -and/or- Every Time]
- Conquer[s] Corners -and/or- Crevices
- Contains a powerful cleaner plus Clorox® bleach
- Contains sodium hypochlorite plus a cleaner
- Cuts through [tough] grease and grime
- [Deep] Clean [Your] [Entire^P] **insert surfaces(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- Mold Stains -and/or- Mildew Stains -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime -and/or- Dirt -and/or- [Tough] Grime -and/or- [Tough] Stains [in Half the Time]^P
- [Deep] Clean [Your] Crevices -and/or- Cracks-and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s] [in Half the Time]^P
- Degreaser -or- Degreases
- Delivers the trusted power of Clorox
- Deodorizes
- Deodorizes and has a clean, fresh scent -or- fragrance
- Destroy[s] -and/or- Attack[s] -and/or- Penetrate[s] Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Dirt -and/or- [Tough] Grime -or- Stains -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime [with Precision] [Everywhere^P]
- Destroys -and/or- Eliminates stains in the kitchen -or- bath
- Destroys -and/or- Eliminates stains on contact
- Destroys -and/or- Eliminates stains without scrubbing
- Destroys -and/or- Eliminates tough stains -or- messes -or- greasy dirt
- Destroys -and/or- Eliminates your kid's toughest messes -or- grime
- Destroys [challenging] bathroom stains
- Dominate the Details
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] **insert soil(s)/stain(s) from Table 4** [!]
- Easy Drop Delivery -and/or- Refill
- Eliminates 4x more stains^{PP}
- Eliminates food odors like garlic and onion left behind in -or- on surfaces
- Eliminates -or- Destroys -or- Removes [[the] tough[est]] stains the 1st time
- Removes -or- Eliminates -or- Destroys [your] [-or- the] [toughest] [pet] stains
- Eliminates [the Toughest] Stains -and/or- Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Grime -and/or- Dirt [the First Time Around]
- Eliminates the toughest stains the first time around
- Enhanced with Clorox® bleach for tough bathroom soils
- [Ergonomically] Designed to Work Hard[er] -or- Better -and/or- Fast[er] [for You]
- Fire Your -or- No More [Old -and/or- Icky] Toothbrush -or- [Scrubby] Sponge -or- Rag
- Foam lasts longer [than spray]
- Foam [option -and/or- setting] absorbs grease -and/or- sticks [it] to stains
- Foam [option -or- setting] sticks -or- stays -or- holds longer [than spray]
- Foam -or- Power Foam -or- Powerfoam -or- Foam Power -or- FoamAction [option -or- setting] sticks to stains [and absorbs grease]
- Foam or spray
- For a cleaner -and/or- fresher bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -or- work -or- office place -or- environment
- For daily [use] [cleaning]
- Fresh Mist

- Freshens [the -or- your] bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -or- work -or- office place -or- environment
- Fume-Free -and/or- No Harsh Fumes
- Gentle [Enough] [& Powerful] [for [Daily] Use] on **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- Gentle [& Powerful] [Enough] [for [daily] Use] on surfaces
- [Great] for [the] school[s] -and/or- classroom[s] -and/or- work -and/or- [the] office
- Great on -or- Ideal for -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] Crevices -and/or- Cracks -and/or- Corners -and/or- [Tight] Spaces -or- Spots -and/or- Angle[s]
- Great on -or- Ideal for -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] **insert surface(s) from Table 1-and/or- insert surface material(s) from Table 3**
- Great on -or- Ideal on -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Dirt -and/or- [Tough] Grime - and/or- Hard Water Stain -and/or- Rust, Calcium & Lime -and/or- [Tough] Stains
- Good for -or- Contains [Over] 30[+] [Shower -and/or- Tub] [Quick] Cleans
- Has -or- Leaves a clean scent -or- fragrance
- **Insert number X Better -and/or- More -and/or- Fast[er] [Scrubbing] Power -and/or- Strength^o**
- Last Drop Access
- Leaves kitchen -and/or- bathroom surfaces [clean and] sanitary
- Makes [cleaning] [your job] easier [at work -or- in the kitchen -and/or- bathroom -and/or- house -and/or- work -or- office place]
- Multi Purpose -or- Surface
- Multi Surface Cleaning
- Multi Surface Stain Removal
- Navigates -or- Gets into Tight Spaces -and/or- Crevices [Easily -or- with Ease]
- Never Miss a Spot
- No Waste -or- Wasteless Bottle
- Not just for grease! Destroys -and/or- Eliminates stains from coffee -and/or- juice -and/or- wine -and/or- tea -and/or- soda [on contact]
- [On] [hard,] [nonporous surfaces] [the -or- this product will not damage]: **insert use surfaces from Table 1 -and/or- insert surface material(s) from Table 3**
- One-step [multi-surface] cleaner
- Original [scent]
- [[Package] Includes -or- Covers -or- Good For] 3 **for 10 fl oz** Mon[th[s]] of [a] Clean Shower[s] -and/or- Tub[s]
- Patented design bottle
- Peel label back to view additional directions for use and usage instructions
- Penetrates -and/or- removes -and/or- eliminates -and/or- destroys tough stains
- Pleasant fragrance
- Powered by Clorox® bleach
- Power of bleach [without the [strong] smell]
- Pour down garbage disposal to deodorize
- Powerful cleaning formula
- [Pre][loaded with [the] [Power of] Clorox® cleaner
- Recyclable [bottle]
- Refresh your Shower [Daily] -or- A Fresh Shower Every Day
- Removes -and/or- cleans -and/or- bleaches out -and/or- cuts [mold stains] [and] [mildew] stains.
- Removes -and/or- cleans -and/or- bleaches [out] -and/or- cuts through -and/or- tough on [tough] stains **insert stain(s)/soils(s) from Table 4**
- Removes -and/or- Eliminates -and/or- Attacks -and/or- Gets rid of -and/or- Melts away] tough [soap scum] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt -or- soils -or- grime]] [!]
- Removes food stains
- Removes odors
- Removes stains on contact
- Removes stains without scrubbing
- Removes tough stains -or- messes -or- greasy dirt
- Removes tough stains, fingerprints, bathroom soils, crayon marks, heel marks, pencil marks, grease and dirt
- Removes [stubborn -and/or- stuck-on] stains
- Removes wine, coffee, grease, ketchup, mold stains and more
- Restore your **insert surface(s) from Table 1's Shine**
- Safe on 24 -or- **insert number based on approved surface materials** [household] surface materials!
- Safe to -or- for use on **insert surface material(s) from Table 3**
- Saves a shopping trip¹⁵
- Scratch-Free -or- Non-Scratch
- [Scrub -and/or- Brush &] Throw [Away] -or- Dispose of -or- Discard -or- Toss [After [30] Cleans -or- When Done]
- Scrub -and/or- Brush Away [Tough] Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Dirt -and/or- [Caked on] Grime -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime -and/or- Stain[s]
- See back panel for additional directions for use and usage instructions
- [Simply -or- Easily] [Press Button to] Dispense Cleaner -or- Spray, Scrub, [then -or- &] Rinse [& Wipe [Away]]
- [Single-Handedly] Conquer[s] [your] Crevices -and/or- Cracks-and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s]
- [Single-Handedly] Conquer [your] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3** -and/or- Everywhere^P
- Six -or- 6 month supply[!]^{ooo}
- [Specially] [Formulated to] Remove[s] -or- Tough on -or- Powers Through Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Dirt -and/or- [Tough] Grime -and/or- [Tough] Stains -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime
- Spray for speed -and/or- coverage -and/or- foam for power -or- tight areas -and/or- tough stains
- Store near your Shower -and/or- Tub [so it's always ready] [for [a] Quick Clean[s]]^{oo}
- Tackle[s] -and/or- Remove[s] -and/or- Attack[s] -and/or- Destroy[s] -and/or- Penetrate[s] Mold Stains -and/or- Mildew Stains -and/or- Soap Scum -and/or- Dirt -and/or- Grime -and/or- Build-Up
- Tackles dirt and grime
- Take [the Cleaning Power of] Clorox® [to -or- Max[imum] Contact [for Max Power] in -or- on -or- for your -or- Any -or- Every -or- All **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3** Everywhere^P
- Take [the Cleaning Power of] Clorox® [to] -or- Max[imum] Contact [for Max Power] in -or- on -or- for [your -or- Any -or- Every -or- All] Crevices -and/or- Cracks -and/or- Corners -and/or- [Tight] Spaces -or- Spots -and/or- Angle[s]

- [Teachers -and/or- Parents] Back to School means back to germs
- The [convenient -and/or- easy -and/or- effective] way to keep your home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office [area -or- place] looking “just cleaned”
- The cleaning power -and/or- effectiveness [that easily removes tough bathroom -and/or- restroom -and/or- kitchen -and/or- household dirt -or- soils -or- grime [like soap scum] [!]]
- [The] Cleaning Power of Clorox®[,] [with] [the] Precision of a Toothbrush
- The only bathroom cleaner with the cleaning power of Clorox® bleach
- The -or- Our Ultimate Mold Stain -and/or- Mildew Stain -and/or- Soap Scum -and/or- Dirt -and/or- [Tough] Grime -and/or- Hard Water Stain -and/or- Rust, Calcium & Lime -and/or- [Tough] Stain Remover
- The smell of clean
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -or- work -or- office place] soils[!]
- Ultra Fresh
- [Unbeatable] foam [option -and/or- setting] grabs -and/or- holds -and/or- clings -and/or- sticks -and/or- grips -and/or- removes [to] [tough] stains [longer]
- Up to [a] 30% [discount] [cheaper] [free] [!]³⁰
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
- Use -and/or- choose foam [option -and/or- setting] for [mildew] stains -and/or- grease
- [Use] On[:] [hard, nonporous surfaces [the product will not damage:] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use on -or- For all -or- Both [White -and/or- Colored] Surfaces
- [Value -and/or- Economy -and/or- Budget] size -or- refill
- Where to use this product -or- For use around -or- in -or- throughout the **insert use site(s) from Table 2**
- Whitens
- Wipes out stains in kitchen and bath
- [With] [long] lasting foam
- [Visit-or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®]

Environmental Claims

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ___% post-consumer recycled [HDPE] plastic -and/or- [This product is] suitable for septic [systems] -and/or- wastewater systems -or- treatment plants
- Not harmful to septic systems

Specific for Industrial product

- Institutional Size
- Industrial Size
- Not for Household Use
- Warehouse [Club] Size
- Commercial Solutions

Packaging Related Claims

- ___ [fl] oz. = [More than] ___ [fl] oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology†
- Cleans 40% More Per Spray‡‡‡
- Economy [**insert size 32 fl oz and less**] -and/or- [Size]

For 32 fl oz [bottle]: **to appear above 32 fl oz text duplicated when obscured by “boot” label/shrink-wrap for value pack with 64 fl oz and 32 fl oz.**

- Get -or- Spray Every Drop[!][™][®]
- Medium **insert size 24 fl oz and less** -and/or- [Size]
- Small **insert size 16 fl oz and less** -and/or- [Size]
- Smart Tube[®][™] Technology
- Twin -or- Value Pack

For 64 fl oz [bottle]: **to appear above 64 fl oz text duplicated when obscured by “boot” label/shrink-wrap for value pack with 64 fl oz and 32 fl oz.**

Specific for spray and refill packages

- Accurate-aim trigger [option] [for better [bleach] control]
- All Purpose -or- Multi-Purpose -or- Multi-Use -or- Multi-Room -or- Multi-Surface [Spray] Cleaner [with bleach]
- Anti-foam -or- anti-suds nozzle
- Bathroom -and/or- Kitchen Spray
- Better aim [for better [bleach] control]
- Bleach what you want to bleach and nothing more!
- Cheaper than two -or- 2 32 [fl] oz trigger[s] [sprays]³⁰
- Concentrated [foaming] spray action [for better [bleach] control]
- Controlled bleach spray
- Direct-[spray] [aim] trigger [option] [for better [bleach] control]
- Dual-control [nozzle -or- trigger] [option for better [bleach] control] [spray and foaming option]
- [Economy] refill [size]
- Fills -or- equal to two -or- 2 32 [fl] oz trigger[s] [sprays] μ
- Foam quickly cuts grease marks and tough stains
- Foaming[ing] [action] easily removes soap scum -and/or- dirt
- Foaming [action] [spray] stays where you spray
- Foaming action thoroughly cleans, shines, disinfects and deodorizes for you
- Foaming trigger [option] [for more accurate [bleach] application]
- Foaming [trigger -and/or- spray -and/or- nozzle] option [for better [bleach] control]

- Foaming, stays where you spray
- Foaming -or- sudsing nozzle
- Light effervescent foam clings to surfaces allowing you to see exactly where you applied it
- Low -or- no foam -or- suds nozzle
- More Savings, Less Waste[!]²⁹
- Multi-[action] [control] nozzle -or- trigger [option for better [bleach] control]
- Multi-[action] [control] nozzle -or- trigger [spray and foaming option]
- Prevents -or- reduces -or- eliminates over-spray
- Spray Formula
- Sudsing -or- foaming action
- Targeted [foaming] spray action [for better [bleach] control]
- [Thick] foam starts to work[s] on contact

Specific for 136 fl oz size

- Makes 17 gal[lons] of diluted disinfecting solution

Specific for non-spray products (i.e., dilutable, industrial and warehouse packages)

- Concentrate -or- Concentrated Formula

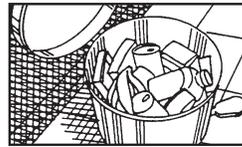
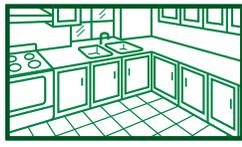
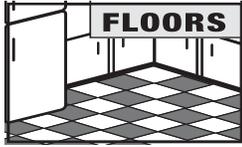
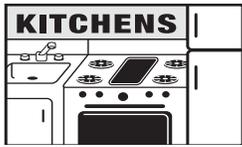


Table 1 Use Surfaces

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Appliance Exterior[s] • [Baby] -and/or- [Children's] Toy[s] • Baby Furniture (Cribs, Changing Tables) • [Basement] Washable Walls • [Bath] Tub[s] • [Bathroom -and/or- Kitchen] Windowsills • Bed Frame[s] • Bidet[s] • Blinds • Cabinets • Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s] • Ceramic Floors • [Classroom] Desks • Desk[s] • Diaper Changing Table[s] • Diaper Pail[s] • [Dining -or- Kitchen -or- Play] Table | <ul style="list-style-type: none"> • Dish Pail[s] • Dish Rack[s] • Doorknob[s] • Exam[ination] Table[s] • Finished wood surfaces^{PP} • Floor[s] [No Wax -and/or- Washable] • Food Serving Area[s]^P • Garbage Can[s] • Hand Dryer Buttons • Highchair[s] • Home[s] • Households • [Inside -and/or- Outside of] Appliances [such as] [Refrigerators, Microwaves, Freezers] • [Inside -and/or- Outside of] Toilet[s] this claim cannot be used with spray directions • [Kitchen] Counter[top[s]] • Laminated Surface[s] • Lamp[s] | <ul style="list-style-type: none"> • Light Switch • [Manual] Pencil Sharpener • Many Crib Surface[s]^P • Microwave exterior[s] • Outdoor Furniture (except cushions and wood frames) • Outside of Toilets • Oven[s] Exterior[s] • Paper Towel Dispensers -or- Holders • [Patient] Chair[s] • Picnic Tables (non-wooden) • Plastic Cutting Boards • Plastic laundry [basket[s]] [hamper[s]] • Plastic Mattress Cover[s] • Porta-Potty -or- Portable Bathroom • Range Hoods • Refrigerator Door • Refrigerator -or- freezer exterior[s] • Restaurant Highchairs | <ul style="list-style-type: none"> • Salad Bar -and/or- Buffet -and/or- Cafeteria Sneeze Guard[s] • School -and/or- Toys -and/or- Supplies • Shelves -and/or- drawers^P • Shower Curtain[s] • Shower [Track(s) -and/or- stall[s]] • Sink[s] • Stove top[s] • Tabletop[s] • The home^P • Toilet bowl exterior[s] • Urinal[s] exterior[s] • Wading Pool[s] • [Water -and/or- Drinking] Fountain [Toggle][s] • Vanity top[s] • Wheelchair[s] |
|--|--|---|--|

Table 2 Use Sites

- | | | | |
|---|--|---|--|
| <ul style="list-style-type: none"> • Airplane -or- Plane [Lavatory -or- Lavatories] • Ambulance • Automobile -or- Car • Basement • Bathroom • Bedroom • Birdbath[s] • Blood Bank • Boat • Bowling Alley • Business • Butcher Shop • Cafeteria • Camper -and/or- RV -and/or- Trailer -and/or- Mobile Home • Campground • Children's -or- Child's -or- Kids' [Play] Room • Church • College [dorm] -or- dorm [room] • Common [Classroom -and/or- School -and/or- Play] Areas • Day-Care Center • Den -or- Study • [Dental -or- Medical] Office • [Dentist's -and/or- Doctor's -or- Physician's] Office | <ul style="list-style-type: none"> • Dining Room • Dormitory • Dumpster[s] • Elder Care Centers • [Elementary] School -and/or- College -and/or- University • Exhaust Fan[s] • Factory -or- Commercial -and/or- Treatment Plant • Family Room • Fitness Center • Garage • Grocery Store • Gym[nasium] • Health Care Facility • Health Club • High-touch areas • Home[s] • Hospital • Hotel • House[boat] • Household areas • Industrial Facility • Institutional Kitchen • Jungle Gym[s] • Kennel[s] • Kitchen • Laboratory • Laundromat | <ul style="list-style-type: none"> • Laundry Room • Living Room • Locker Rooms • Medical -and/or- Dental -and/or- Physician's -and/or- Doctor's -and/or- Nurse's -and/or- Pediatrician's [Office[s]] -and/or- Waiting Room[s] -and/or- Exam[ination] Room[s] -or- Table[s] • [Medical] Clinic • Military Installation • Mobile Home • Motel • Motorboat • Mud Room • Nursery • Nursing Home -or- Convalescent Home -and/or- Senior [Citizen's] Home • Office • Patio -and/or- Porch • Pet -and/or- Cat -or- Dog Area[s] • Pet -and/or- Cat -and/or- Dog Run[s] • Pharmacy • [Picnic] Table[s] | <ul style="list-style-type: none"> • Playground Equipment • Playroom • Recreational Center -or- Facility • Recycling Bin[s] • Restaurant • Restroom • RV • School • [School -and/or- City -and/or- Public Transit -and/or- Commuter] Bus • Shelter • Storage area -and/or- room • Supermarket • Telephone[s] • Trailer • Train Interior • Trash Can[s] • Trash Compactor[s] • Vehicle [Interior] -and/or- Exterior[s] • Veterinary Clinic |
|---|--|---|--|

Table 3 Surface Materials

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none">• Chrome• Corian[®][^]• Enamel• Fiberglass• Finished -or- Sealed [hard]wood^{μμ} | <ul style="list-style-type: none">• Formica[®][^]• Glazed Ceramic -or- Porcelain Tile³²• Linoleum• Marlite[®][^]• Metal | <ul style="list-style-type: none">• Plastic• Plastic Laminate• [Glazed] Porcelain³²• Resilient Flooring• Sealed Granite• Stainless Steel | <ul style="list-style-type: none">• Synthetic -or- Cultured Marble• Vinyl Tile |
|--|--|--|---|

Table 4 Stains/Soils

- | | | | |
|-------------------------------|---------------------|------------------|------------------------|
| bathroom dirt -and/or- stains | food | mineral deposits | toilet ring |
| bathub ring | grime | soap scum | [tough -and/or- greasy |
| coffee | hard water deposits | soil[s] | -and/or- kitchen] dirt |
| dirt | juice | tea | |

Disclosure Information

[Contains] Sodium hydroxide [CAS # 1310-73-2]

Footnotes

- [1] This strain of Multi-drug Resistant *Acinetobacter baumannii* has shown resistance to the following antibiotics: Gentamicin and Trimethoprim/Sulfa]
- [2] This strain of Multi-drug Resistant *Enterobacter aerogenes* has shown resistance to the following antibiotics: Ampicillin, Ampicillin/Sulbactam and Cefazolin]
- [3] This strain of Multi-drug Resistant *Enterococcus faecium* has shown resistance to the following antibiotics: Ampicillin, Penicillin and Gentamicin]
- [4] This strain of Multi-drug Resistant *Klebsiella pneumoniae* has shown resistance to the following antibiotics: Ampicillin, Ampicillin/Sulbactam, Cefazolin, Cefepime, Ceftazidime, Ceftriaxone, Gentamicin, Piperacillin/Tazo and Trimethoprim/Sulfa]
- [5] This strain of Multi-drug Resistant *Staphylococcus aureus* has shown resistance to the following antibiotics: Clindamycin, Erythromycin, Penicillin and Tetracycline]
- 6 SARS-Associated
- 7 Middle East Respiratory Syndrome [(MERS-CoV)]
- 8 -or- *Klebsiella pneumoniae*, Carbapenem Resistant
- 9 -or- *Staphylococcus aureus*, Linezolid Resistant [(LRSA)]
- 10 -or- *Acinetobacter baumannii*, Multi-Drug Resistant[(MDR)]
- 11 -or- *Enterobacter aerogenes*, Multi-Drug Resistant[(MDR)]
- 12 -or- *Enterococcus faecium*, Multi-drug Resistant [(MDR)]
- 13 -or- *Klebsiella pneumoniae*, Multi-drug resistant [(MDR)]
- 14 -or- *Staphylococcus aureus*, Multi-drug resistant [(MDR)]
- 15 when compared to -or- vs. purchasing one 32 [fl] oz Clorox® Clean-Up® Cleaner with Bleach trigger spray
- 16 -or- *Staphylococcus aureus*, Vancomycin resistant [(VRSA)]
- 17 Use Dilution
- 18 Use Dilution 1/2 cup per 1 gal[lon] water
- 19 Cleans, Disinfects & Removes Soap Scum
- 20 *Escherichia coli*
- 21 Rhinovirus -or- **spray only** Human Coronavirus, Influenza A2 virus
- 22 Rhinovirus -or- **spray only** Human Coronavirus
- 23 Influenza A2 virus
- 24 *Trichophyton mentagrophytes*
- 25 *Salmonella enterica*††
- 26 *Staphylococcus aureus*
- 27 Methicillin resistant *Staphylococcus aureus*
- 28 *Staphylococcus aureus*
Klebsiella pneumoniae
- 29 40% -or- ___% less plastic when compared to -or- vs. -or- in comparison to two -or- 2 32 [fl] oz -or- 2 ___ [fl] oz Clorox® Clean-Up® Cleaner with Bleach trigger sprays
- 30 when compared to -or- vs. 32 [fl] oz Clorox® Clean-Up® Cleaner with Bleach trigger [spray] in most stores, based on average retail price -and/or- volume
- 31 5 min[ute] **contact time for spray application**
- 32 Avoid prolonged contact with porcelain
- 33 **tested as *Salmonella choleraesuis***
- § Kills Avian Influenza A virus on precleaned hard, nonporous surfaces
- ◇ tested as Feline Calicivirus
- ◇◇ tested as Duck Hepatitis B virus HBV
- ◇◇◇ tested as Bovine viral diarrhea virus
- † 1 min[ute] **contact time for spray applications**
- †† vs. our previous version **insert number based on organisms from label**
- ‡ [Viruses]
- ‡‡ Bloodborne Pathogens
- ‡‡‡ Based on lab testing [on Kitchen Grease] compared to -or- vs. previous offering
- μ of this product
- μμ Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused. Test a small area first.
- Than a Toothbrush -and/or- [Scrubby] Sponge and Water
- ∞ keep out of reach of children
- ∞∞ based on average volume per month usage cycle
- ▷ [on] hard, nonporous surfaces [of]
- ▷▷ vs. a Clorox non-bleach cleaner
- Ⓛ experience compared to historical Clorox spray packaging
- ⓁⓁ Pet dander, dust mite matter -or- particles[, cockroach matter -or- particles]
- *50% less plastic vs. five -or- 5 32 [fl] oz trigger sprays **180 fl oz bottle** -or- 55% less plastic vs. four -or- 4 32 [fl] oz trigger sprays **136 fl oz bottle** -or- 56% less plastic vs. four -or- 4 32 [fl] oz trigger sprays **128 fl oz bottle** -or- 46% less plastic vs. two -or- 2 32 [fl] oz trigger sprays **64 fl oz bottle** -or- 28% less plastic vs. one -or- 1 32 [fl] oz trigger spray **32 fl oz bottle** -or- ___% less plastic vs. **insert # of bottles [fl]** oz trigger spray
- [^] Corian[®] is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates].
- [^] Formica[®] is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates].
- [^] Marlite[®] is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates].